

Evaluation on the Effectiveness of the Programme for improving Material Efficiency in German SMEs

Final report conducted by Wuppertal Institut (Dr. K. Kristof, T. Lemken) and
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**Introduction to the programme: Background,
objectives and concept**

Evaluation process

Results of the Evaluation

Introduction to the Programme Background and objectives

Background

- Material processed in Germany is worth 500 Billion €.
- Increase of material efficiency of **20 %** result in savings of **100 Billion €**



Objective

German government launched a programme that supports material
efficiency within SMEs → **“Impulse Programme Material efficiency“**

Implementation: **“German Material Efficiency Agency“** (short in German:
demea)

Introduction to the Programme Concept

The Programme **“Impulse Programme Material
efficiency“** is based on 3 pillars:

1. **VerMat - programme** provides support for consultation of SMEs.
2. **NeMat - programme** supports the establishment of networks.
Networks regionwide, along value chains or an sector.
3. **Material Efficiency Award** for exemplary solutions to increase material
efficiency in SMEs

→ **Learning programme:** The programme's and agency's design
allows flexibility towards upcoming challenges, problems, successes
during the process of implementation

Evaluation process

Outline and focus of the evaluation

Evaluation period: End of 2007 / beginning 2008

Partners: Wuppertal Institute and BSR Sustainability GmbH

Contracting authority: Federal Ministry of Economics and Technology

Main foci:

- Effectiveness of the whole programme (appropriateness of design and format);
- Administrative, content-related implementation, goal attainment
- Potential for improvement / modification

Methods of evaluation (selected aspects):

- Questionnaires for participating companies
- Questionnaires for the consultants
- Guided interviews with participating companies (VerMat)
- Guided interviews with consultants
- Analyses of data and documents
- Information exchange with the Ministry and demea

Download:
www.materialeffizienz.de/umfeldinformationen/evaluation

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Results of the evaluation

VerMat - Consulting SMEs on materialefficiency

VerMat

- Specialised experts consulting on site
- Pool of competent consultants qualified to spot, validate specific saving potentials
- Different forms of consulting:
 1. **Potential Analysis** (max. four weeks);
 2. **In-Depth-Consultation / Implementing aid** (max. 9 month)



Positive

- Programme's Design
- Number of participating companies

Improvable

- Applying procedure
- Potential analyses
- Sectors and regions
- Communication / Information

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Results of the evaluation

NeMat - Establishment of networks on materialefficiency

NeMat

- NeMat network: multiple partners supported by neutral network coordination ⇒ regional, sector or value chain based
- 2 phases: network establishment & working phase
- Advantage of networks: Bundling of know-how of competent partners ⇒ synergy effects
- Mutual cooperation, exchange of experience and information ⇒ economical success



Positive

- Procedure
- Number of participants

Improvable

- Design / duration of working phase #1
- Funding
- Applying procedure (sim. VerMat)

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Results of the evaluation

Consulting Pool

Consulting Pool

- External, qualified, SME- specialised consultants provide a neutral view on the companies inside.
- Main tasks:
 - Acquire projects;
 - Conducting potential analyses;
 - Conducting In-Depth-Analyses;
 - Consultation on funding option;
 - Support demea concerning PR.

Positive

- Start-up
- Multiplier involvement

Improvable

- Design of consultancy profile;
- Selection of consultants;
- Qualification of consultants

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Conclusion

• Design: Successful construction

- Learning programme: Improvements easily adaptable
- For Example: Broadening of the programme's application, setting the framework via Agenda-Setting, involvement of more societal groups

⇒ **Good design / concept; Only few modifications needed concerning implementation**



Many thanks for your attention !



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2-step consultancy

Potential analysis:

- Duration: max. 4 weeks
- Quantitative resource flow analysis
- Identification of internal material losses
- Micro-economical analysis of possibly resulting saving potentials
- Final estimation of ways to realise the saving potentials

In-depth analysis:

- Duration: max 9 month
- Measures for complex resource flows are subdivided and planned more in detail
- Constant help during implementation

VerMat - Consultancy circle

